

WHAT IS CLAIMED IS:

1. Apparatus for managing a physiological and/or psychological state of an individual using images comprising:
 - a display for showing a set of images to the individual; and
 - a device for choosing images from said set of images which provide a preferred response for said individual, wherein said chosen images provide common measurable physiological response characteristics which define a personalized image response profile for said individual.
2. The apparatus of claim 1 including apparatus for recording said chosen images and/or said personalized preferred image response profile for said individual.
3. Apparatus for helping an individual manage his/her psychological and/or physiological state, comprising:
 - a first device for showing a set of stimuli to the individual;
 - a second device for measuring a physiological state of the individual as the individual views said set of stimuli; and
 - a third device for recording stimuli from said set of stimuli which provide a preferred response based on the measured physiological state of the individual.
4. The apparatus of claim 3 including a fourth device for creating a personalized preferred response profile that defines preferred characteristics which are representative of common characteristics of the recorded stimuli.
5. The apparatus of claim 3 wherein said second device measure one or more of the following physiological states of an individual,

peripheral skin temperature, EMG, EEG, heart rate, heart rate variability, blood pressure, skin conductance response, eye saccades.

6. Apparatus for managing a psychological and physiological state of an individual using images, comprising:

a device for creating a personalized preferred image response profile for an individual by having the individual view a first set of images and choosing images from the first set of images which provide a preferred response for the individual, wherein said personalized preferred image response profile defines preferred characteristics which are representative of common characteristics of the chosen images,

a selector for selecting a second set of images from an image library which include characteristics that match the preferred characteristics of the personalized preferred image response profile; and

a display for displaying the selected second set of images to the individual to manage a psychological and physiological state of the individual.

7. The apparatus of claim 6, including a measurer for measuring a physiological state of the individual, wherein said display for displaying the selected second set of images to the individual includes displaying the selected second set of images in a desired sequence in accordance with the measured physiological state of the individual.

8. The apparatus of claim 6, wherein said device for creating the personalized preferred image response profile includes :

an arranger for arranging the first set of images to show a plurality of images; and

wherein said display shows the plurality of images to the individual to permit the individual to compare the plurality of images;

wherein said chosen images from the first set of images are preferred images for each plurality of images, which provide the preferred response for the individual.

9. The apparatus of claim 6, wherein said measurer measures at least one of an EMG, EEG, galvanic skin response, skin temperature, heart rate, blood pressure, eye movement or pupil size of the individual as the individual views the images.

10. The apparatus of claim 6, wherein said selector places the selected second set of images on a desired output format.

11. The apparatus of claim 6, including a store for the first and second set of images at a remote location.

12. Apparatus for managing a psychological and physiological state of an individual using images, comprising:

a display for showing a first set of images to the individual;

a first device for measuring a physiological state of the individual as the individual views the first set of images; and

a second device for recording images from said first set of images which provide a preferred response based on the measured physiological state of the individual, and for creating a personalized preferred image response profile that defines preferred characteristics which are representative of common characteristics of the recorded preferred images.

13. The apparatus of claim 12 including a selector selecting a second set of images from an image library which include characteristics that match the preferred characteristics of the personalized preferred image response profile; and

a display for displaying the selected second set of images to the individual to manage the psychological state of the individual.

14. The apparatus of claim 12 including an analyzer for analyzing the individual's own personal images for characteristics that match the preferred characteristics of the personalized preferred image response profile;
selector selecting a second set of images from the individual's own personal images; and
a display for displaying the selected second set of images to the individual to manage the psychological state of the individual.

15. The apparatus of claim 12 wherein said first device measures at least one of an EMG, EEG, galvanic skin response, skin temperature, heart rate, blood pressure, eye movement or pupil size of the individual as the individual views the images.

16. The apparatus of claim 13 wherein said selector places the selected second set of images on a desired output format.

17. The apparatus of claim 13 including a store for storing the first and second set of images at a remote location.

0000772.000014